

Cheshire[®]
Incorporated

408 WASHINGTON BOULEVARD | MUNDELEIN, ILLINOIS 60060 | PHONE 566-7880 | AREA CODE 312

January 19, 1966

Mr. T. Nelson
Systems Consultant
Box 1546
Poughkeepsie, New York 12603

Dear Mr. Nelson:

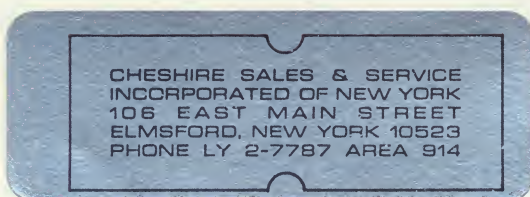
Thank you for your recent request for our new booklet, "High-Speed Automatic Labeling". Your copy of this booklet is enclosed.

Many printing organizations are using Cheshire machines to expand their service to customers. To most, the advantage is the increased profit which results from the high speed automatic operation of the machines. To others, the ability to get mailings out on time is of first importance.

To an increasing number of printers, however, the biggest benefit of a Cheshire labeling machine is the added facility it brings to their company. This ability to label material after printing has enabled many to hold and attract printing accounts that also require mailing services.

Perhaps a Cheshire machine can bring one or all of these benefits to your operation. We hope so.

It is our policy not to send a sales representative unless requested to do so. We will be happy to provide any further information that you may require, however, upon your request.



Yours very truly,

CHESHIRE, INC.

Sam Bol
lv

Simon V. Bol
Vice President
Director of Marketing

SVB:lw

Enclosure

*high-speed
automatic*

Cheshire[®]

*equipment
to reduce
mail costs*

business reply mail no postage stamp necessary if mailed in the United States

postage will be paid by

Cheshire

408 Washington Boulevard
Mundelein, Illinois • 60060

first class
permit no. 67
Mundelein, Ill.

Cheshire[®]
Incorporated

**equipment
for
automated
mail rooms**

- ☐ high speed labeling...
- ☐ heavy duty labeling...
- ☐ heat transfer addressing
- ☐ newspaper labeling...
- ☐ tip-on labeling...
- ☐ 1/4-folding...
- ☐ imprinting...
- ☐ town-separating
- ☐ all-round mailing...

Please send information on equipment checked below:

- | | | |
|--|--|---|
| ☐ high speed labeling | ☐ heavy duty labeling | ☐ heat transfer addressing |
| ☐ newspaper labeling | ☐ tip-on labeling | ☐ 1/4-folding |
| ☐ imprinting | ☐ town-separating | ☐ all-round mailing |

Our mailings are (describe): _____

We mail (specify quantity): _____

Name _____ Title _____

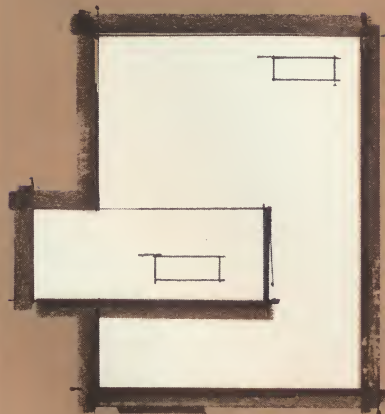
Company _____

Address _____

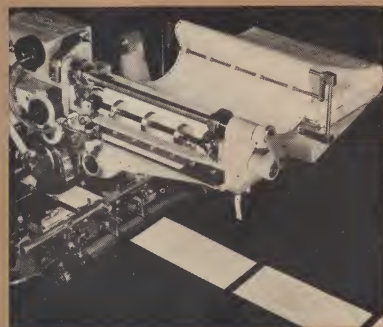
City _____ State _____ ZIP _____

for further information complete and return this card

high speed labeling...



30,000 mail pieces per hour can be labeled automatically by a Cheshire R9000B (for sizes 9" long x 12" wide, or less). For sizes over 9" x 12", labeling speeds to 20,000 per hour. Address images can also be heat-transferred as clear, black imprints at speeds to 16,000 per hour. **ZIP Separator** available for ZIP code separation.

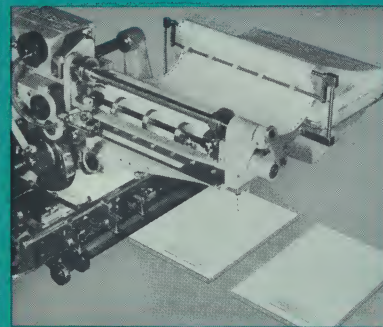


CHESHIRE R9000B: applies wide label forms printed with 2-, 3-, 4- or 5-addresses across. Attachments to apply other label strips and forms. Model E handles sizes from 3 1/4 x 5 1/2 to 11 x 14 1/2, up to 3/16" thick; Model C to 14 x 17, up to 1/2" thick.

heavy duty labeling...

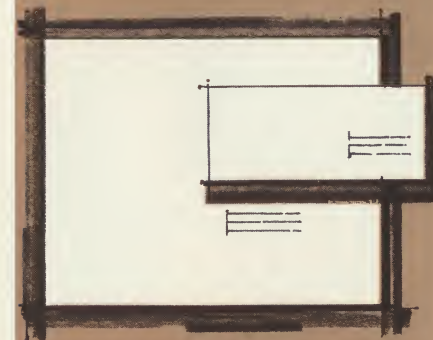


Pieces up to 14 x 17, 1/2" thick can be labeled at speeds to 20,000 per hour by various Cheshire labeling heads on Model C base. Ideal for envelopes, pamphlets, booklets, magazines, catalogs, 1/2-fold and 1/4-fold tabloids. Address images can also be heat-transferred as clear, black imprints. **Zip Separator** available.

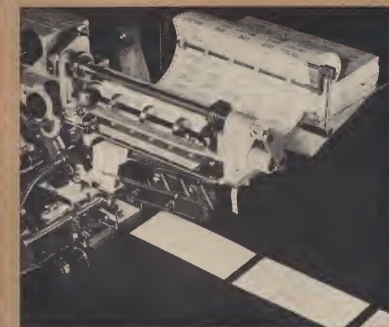


Cheshire R9000B (Model C base): applies wide label forms with up to 5-addresses across. Attachments to apply other label strips and forms. Handles sizes from 3 1/4 x 5 1/2 to 14 x 17, up to 1/2" thick.

heat transfer addressing...

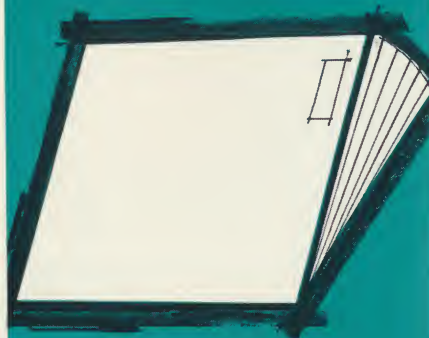


Clear black address imprints very much like typed addresses can be heat-transferred from label forms to mail pieces by Cheshire R9000B and 514 models. Speeds to 16,000 per hour on R9000B, 7500 per hour on 514. Label "masters" automatically stored for later application as labels. **ZIP Separator** available for Zip code separation.

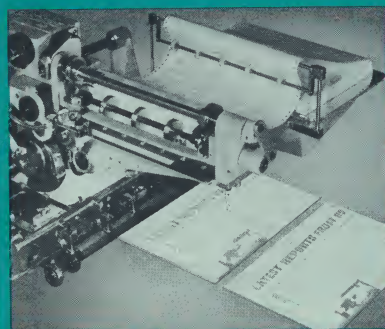


Cheshire R9000B: heat-transfers carbon images from the reverse side of wide label forms with 2-, 3-, 4- or 5-addresses across. Speeds to 16,000 per hour; will also apply form as labels at speeds to 30,000 per hour. **Cheshire 514:** same operation as R9000B but at speed of 7500 per hour.

newspaper labeling...

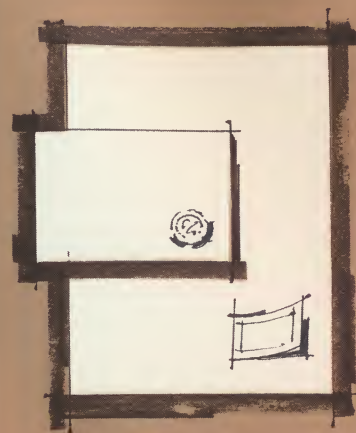


Labels 1/2-fold and 1/4-fold tabloids at speeds up to 18,000 per hour. Labels are always visible on conveyor for zone separations and singles. Also handles postcards, envelopes, pamphlets, booklets, magazines and catalogs. **ZIP Separator** available for ZIP code separation.

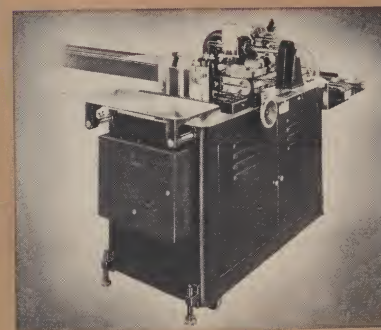


Cheshire Model C with R9000B head: applies multiple-width label forms with 2-, 3-, 4- or 5-addresses across. Attachments to apply one-address-wide strips (wide rolls, narrow strips and pack forms). Handles sizes from 3 1/4 x 5 1/2 to 14 x 17, up to 1/2" thick; 16-96 page 1/4-fold newspapers.

tip-on labeling...



Tip-on labels, stamps and coupons to printed pieces at speeds up to 15,000 per hour. Accurately applies "tip on" in any position on piece. Handles postcards, insertion cards, envelopes, pamphlets, booklets, magazines and catalogs.

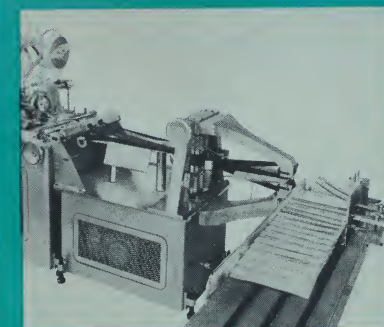


Cheshire 4700: applies individual labels and "tip on's" from 7/8 x 2 1/2 up to 3 1/2 x 5. (Special attachments to handle special shapes). Machines to handle sizes from 3 1/4 x 5 1/2 to 14 x 17, up to 1/2" thick.

1/4-folding...

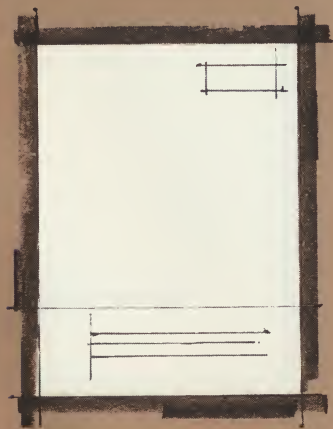


Combines labeling and 1/4-folding into a single operation at speeds to 25,000 per hour. Cheshire Quarter-folder, can be positioned immediately behind labeling machine. This permits labeled pieces to feed directly into Quarter-folder, eliminating transfer from one operation to the other.

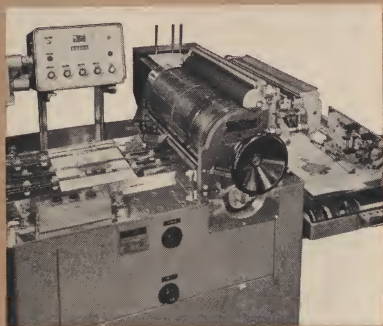


Cheshire Quarter-folder: operates at variable high speeds to match labeling machine speeds. Adjustable to accommodate a wide range of sizes up to 17" wide. Delivers 1/4-folded pieces either side up so labels are always visible.

imprinting...

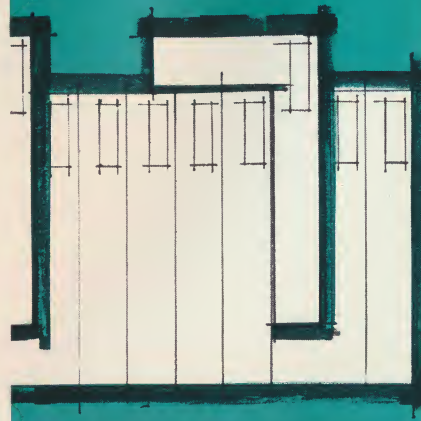


Combines labeling and imprinting into a single cost-cutting operation at speeds to 12,000 per hour. Imprinter can be positioned immediately behind labeling or addressing machine. Labeled pieces then feed directly into Imprinter, eliminating manual transfer. Ideal for dealer imprints, postal permits and personalized mailings.

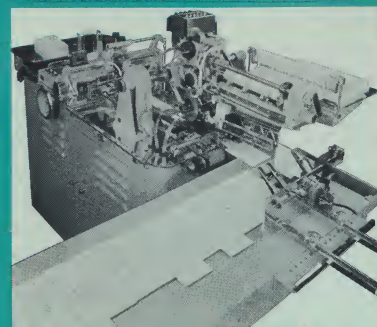


Cheshire Imprinter: powered by labeling machine for precise imprint registration. Handles pieces from $3\frac{1}{4} \times 5\frac{1}{2}$ to 14×17 , up to $\frac{3}{32}$ " thick. Electronic Dealer Stop causes machine to stop at end of each dealer's addresses for changing to next dealer's imprint plate.

town-separating

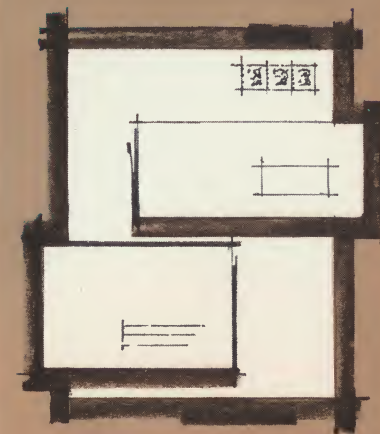


Electronically separates mail by ZIP codes, towns or states, eliminating costly hand-separation for bulk mailings. A photoelectric attachment on labeling machine "senses" marks on label form. This signals a separator on the conveyor which moves the first piece for each ZIP code out of line from others.



Cheshire ZIP Separator: an attachment to Cheshire R9000B labeling and addressing machines. Operates at speeds of labeling machine (up to 25,000 per hour). Labeling machines to handle mail pieces from $3\frac{1}{4} \times 5\frac{1}{2}$ to 14×17 , up to $\frac{1}{2}$ " thick.

all-round mailing...



Labels, addresses, postage stamps! Applies wide label form with 2-, 3-, 4- or 5- addresses across as labels . . . or heat-transfers carbon images as clear, black, address imprints. Also applies continuous roll postage stamps in units from one stamp up to five stamps. Easy to operate: self-instructing controls clearly indicated.



Cheshire 514: applies multiple-width label forms at speed of 7500 per hour. Attachments to apply other label strips and continuous roll postage stamps. Handles sizes from $3\frac{1}{4} \times 5\frac{1}{2}$ to 12×12 , up to $\frac{1}{8}$ " thick. Only $20\frac{1}{2}$ " wide, 38" long plus 13" wide, 36" long conveyor.